

HOW THE BRITISH OUTDO AMERICANS IN ADVERTISING

[Special Correspondence.]
THE ADRIATICA. Oct. 31. — America

The greatest advertiser in the world is, of course, the public. His expenditure on mass celebrity. His expenditure on this account stagger belief, but Mr. Barrett, who is to all intents and purposes Peter, says that for every penny that he has spent in printer's ink, paint and paste, he expects to spend ten times as much on the various medals, brushes of the Royal Academy in execution of its advertising schemes. It is not unusual to pay £2,000 for an acceptable design, and there are scores of artistically painted pictures on the dead walls of London for which he has paid as much as \$500 apiece. But with him, as with nearly every other successful advertiser, dead wall advertising is secondary to newspaper advertising. "It is the printer's ink that counts," he says. We find that the quickest response always comes from newspapers and periodicals.

The world owes all its energy and re-
ment two luxuries. Dignifying
breakfast and going naked for clothes
the virtuous innocence of a lazy
vangel.

There is lots o' folks who cat well and
think all well, and yet are sick all the time,
these are the folks who always enjoy
or health.

If a man hits you and you hit him back
are even; but if you don't strike back
is your debtor, and alwus owes you a
ack.

Men, if they ain't too lazy, liv sum-
stances till they are 80, and destroy the
in a good deal as follows: The first
is, they spend throwing stuns
a mark, the second is, they spend
examining the mark to see where
stuns hit, and the remainder is di-
ded in cussing the stun throwing busi-
and nursing the runatize.

His Reform of Racing and Subsequent Fortunes and Misfortunes.

Leonard Jerome, brother of the late

Some of the old warriors. One, I remember, had a large saddle blanket, as you might call it, made of cloth of gold. At a distance it looked perfectly white and it was large enough to cover the greater portion of the body of the warrior. On inspection showed that it was covered all over with diamonds of the purest water. The larger ones were worn on in the form of stars and other figures, but the entire surface was covered with these gems.

The blanket was worth thousands and thousands of dollars.

Then, in one of Catherine's palaces, I saw columns of pure amber, with the walls of entire rooms covered with the same costly stuff.

And yet, in other countries of Europe, amber has become so scarce that it is almost impossible to secure a pure amber and imitation amber is used for jewelry.

IMPORTANT SUBJECTS TREATED IN
A PLAIN AND PRACTICAL MANNER.

Sweet Potatoes.

are an captivated to nature and an
 eye clearly visioned to nature, we can
 go along, even though we do not read
 anscrip. We can understand the things
 that belong to us.
 This calf is a baby, and for the first
 weeks in its history it has what is
 called a stomach first, must not be
 fed in the form which nature has de-
 signed; it passes then slowly out of the
 infant stage into the ruminant stage,
 when the calf begins first to chew the
 cud. This varies from four to eight and
 ten weeks. Now, an observant rearer of
 calves will easily notice when a calf
 shows a disposition to commence to chew
 the cud, and he will never force solids
 upon the little animal until he shows a
 disposition of this kind. We should com-
 mence carefully with the calf in this way
 and take the time to let it learn to
 chew. *Not a minute left, as usual, for the*

At Virginia City, N. M., the earthquake of 1879 was not noticed by the miners in the great Comstock mines, at only by people on the surface. Two previous earthquakes at the same place in 1874 or 1875, which shook down chimneys, fire walls and cracked every brick building in the city, were not noticed by the miners working in the lower levels, but it did them no damage and even shaking down loose rocks and timber. The station men in the various shafts felt it the strongest, and the deepest point where it was noticed was by the station tender at the 900-foot level of the Imperial Empire shaft, 900 feet below the surface. He said it felt like a violent throb or pulsation of air, as though a blast had been fired above, below or in some indefinite direction. In some of the mines the shock was not felt at all.

have been tried for over fifty years, and are today the most popular in use. Your fathers and mothers used them. They are the Selsol, Patent, and Best Remedy for Liver and Bile Duct Diseases, etc.

For Sale by Druggists. Price, 25 cts. per box. Labels for 60 cts.; sent by mail, postage free, on receipt of price. Dr. J. H. Sedgwick & Son, Phila., Pa.

BOWMAN'S CO. STORAGE AND WAREHOUSE CO.,

No. 10 SOUTH FIRST STREET,
Furniture and all kinds of Light Merchandise stored at reasonable rates.
Orders furnished to receive and deliver free.

JAMES WEEKS, Proprietor.
Office, No. 128, Third St.
Telephone, No. 399. j-w-17

SALESMEN WANTED AT ONCE!
We have a large quantity of our famous "GODDARD'S" CIGARETTES and ready stock. We are the largest manufacturers of Cigarettes in the world. We want men who can sell our product. Money advanced for expenses, advertising, etc. For full particulars apply to us at once. Write to
GODDARD'S CIGARETTE CO.,
P.O. Box 100, New York City.

PERSONS PROPOSING TO BUILD.

Persons wanting to acquire homes for themselves in an improving locality, where every dollar invested will increase, will do well to examine the properties of this company, which will be marked by sign-boards, posted upon each tract of land, and plate can be seen at the office of the agency, over the Merchants National Bank, corner Main and Eleventh streets.

The company will make special terms with parties desiring to build, and to all such will lend fifty per cent. the value of the lot and improvements at 5 per cent. on long time.

The properties were sold, not at prices much below the present market value, and the company can afford to sell on reasonable terms to such buyers.

JAMES H. DOOLEY, President.

GEO. J. ROGERS, Secretary.

lap 11

Address

TIMES COMPANY.
RICHMOND, VA. BOX 59.

JOHN BOWERS,
No. 7 Governor Street.

MARBLE AND MARBLEIZED SLATE
MANTELS;
FINE WOODEN MANTELS;
SLATE AND TILE HEARTHES;
GRATES AND FENDERES;
GAS CHANDLIERES AND SHADES;
HOT-IRON FURNACES AND FIRE-PLACE
STOVES;
A large variety of HEATING STOVES
RANGES, AND COOKING STOVES;
THE IRON'S FENDERES AND FIRE-SETS;
THE GRAND OIL STOVE AND ANDREA
VAPOR COOK STOVE. au 1-434

ed by station men in the shafts.